





# TRUE NORTH ENTREPRENEURS



# Designed for Entrepreneurs

Being an entrepreneur means tackling tough problems daily. You're juggling limited resources and tough competition, all while new hurdles keep coming. True North offers a space where you can step back from the immediate pressures and concentrate on what truly matters: making the strategic, hard-hitting decisions that propel your business ahead.

## CHALLENGE

-  You are making all the critical decisions for your business
-  You are facing challenges to growth
-  You love what you do but you are in danger of burning out
-  You find yourself in the weeds & day-to-day operations

## SOLUTION

-  **Partner with other entrepreneurs** who have faced and tackled similar challenges
-  Leverage strategies from a diverse group of leaders across a **wide range of industries**
-  **Combat burnout** with a supportive network that encourages health and well being
-  Break free from the daily grind and take time to **work ON your business**

# How it Works

**True North provides a practical approach, creating an environment where you can distance yourself from day-to-day demands, allowing you to focus on strategic decisions that will drive your business forward.**

- **Confidential entrepreneur advisory board**
  - Tackle your most pressing challenges and seize your most important opportunities with a group of 8 - 10 fellow entrepreneurs.
  - Executive session facilitated by an experienced executive and entrepreneur.
- **Personalized executive coaching**
  - Receive one-to-one coaching from an accomplished executive tailored to you.
  - Get personalized guidance to power through challenges and capture opportunities.

# Steve Ross

## Facilitator & Coach



Dedicated to helping founders and entrepreneurs transform and scale their organizations in the areas of Go-to-Market, leadership and operations.

A few examples of Steve's success:

- At SaaS unicorn Outreach, Steve helped scale the company from **\$8M to \$230M** in revenue in five years.
- As a senior executive at the Tony Robbins Company, Steve **doubled field sales and revamped global customer service.**
- At Marketration, Steve increased revenues from under **\$1M to over \$15M** in less than four years, and helped guide the company through an acquisition.

# FOR MORE INFORMATION

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